


How to Select a Plan 

— AND —

 How to Build a House

By R. W. SHOPPELL,

Manager of the Co-OPERATIVE BUILDING PLAN ASSOCIATION,
Architects, 63 Broadway, NEW YORK.



SUGGESTION

Two or three (or more) friends often join in ordering the Five Books described in this pamphlet. By this means the expense is divided and each may benefit by an examination of the full set of our Plan Books.

VA 7127
3554
T.C.

TESTIMONIALS

We have the written testimony of several thousand customers who selected their plans and built their houses in the exact way recommended in this pamphlet. Every State and Territory is represented. Limited space admits giving a few only.

H. D. Reaves, Santa Barbara, Cal., says:

"My house looks very pretty and its plan is most admirable."

R. W. Sargent, Esq., Greenwich, Conn., says:

"My house outshines anything around here for the money."

A. E. Skelding, Esq., Riverside, Conn., says:

"I have built eleven houses in this place, some from designs by architects to whom I have paid very high prices; but none have pleased me so much as the last house, which I built from your Plans. In future I shall use them, they are cheaper and I consider them more practical than others."

Jesse D. Phelps, Esq., Attorney, Minto, Dak., says:

"You have full permission to use my name. I am thoroughly pleased with my house. It shows much better in reality than the conception on paper. I have built it at less expense by having Plans, Specifications and Estimates."

Jas. G. Eastwood, Esq., cor. Howard ave. and 17th st., Washington, D. C., says:

"I am living in the house I built last summer from Plans and Specifications furnished by you, and will say that your work was satisfactory in every respect."

Thos. W. Wilson, Esq., Dover, Del., says:

"Your Plans and Specifications saved me much valuable time and money."

Julius Hayden, Supt. Jacksonville & Atlantic R.R., Jacksonville, Fla., says:

"I am very much pleased with the house built from your Plans."

Prof. W. S. Wilson, Agrl. College, Dahlonga, Ga., says:

"I am satisfied that through you one can get the assistance of architects on the most reasonable terms possible."

R. S. Dickie, Esq., Chicago, Ill., says:

"We believe your work to be of inestimable advantage to those contemplating building."

Wallace S. Johnson, Esq., Galesburg, Ill., says:

"I regard your Plans as far superior to any others I have ever received."

E. W. Trowbridge, Esq., Quincy, Ill., says:

"The house gives *great* satisfaction, pleasing every one who looks at it. Others here, are already building from your Plans."

[Continued on third page of Cover.]

*THE HENRY FRANCIS du PONT
WINTERTHUR MUSEUM
LIBRARIES*



Digitized by the Internet Archive
in 2010 with funding from
Lyrasis Members and Sloan Foundation

How to Select a Plan

— AND —

How to Build a House

By R. W. SHOPPELL,

Manager of the CO-OPERATIVE BUILDING PLAN ASSOCIATION,
Architects, 63 Broadway, NEW YORK.

PREFACE

This little pamphlet is widely distributed for business purposes, viz., to make known the important advantages we offer to those who intend to build—advantages that have availed thousands already, and that we hope will avail many thousands more.

But aside from its business purpose, we are confident that its influence will be wholesome. It will set men to thinking about a very substantial matter. It may inspire the thriftless and unfortunate to save, with the end in view



Side Elevation

of owning a home. Wherever it causes a house to be built, it will add to the wealth and attractiveness of that place.

THE IMPORTANCE OF BUILDING

The desirability of building modern houses, especially those of moderate cost, to rent, to sell or to live in, is now very well understood. But there are many who have given the subject no serious attention, although they have the means with which to build. Such persons make a serious mistake, and they will realize some day with regret that they have paid out for rent more than sufficient to have built desirable houses. There are no real difficulties in the way of building, even by those of no experience whatever, when our drawings, specifications and directions are followed.

There are many others whose savings will *partly* pay for building. If such an one will call upon some wise friend for advice (perhaps the head of the firm or an officer of the company that employs him) he will probably learn that it is wholly practicable to build, say, for instance, a \$2,500 house with \$1,000—perhaps even with a less amount. There is not space here to explain this to apply to individual cases, but the general plan is as follows: Fully pay for the lot and make the first and, perhaps, the second payment to the contractor; the capitalist who furnishes the balance of the money to make the remaining payments as they become due, taking a mortgage as his security.

But I object to giving a mortgage, says one. It would be unwise, certainly, to mortgage a house and speculate in Wall street or engage in any risky venture with the proceeds; but to give a mortgage that will stop the paying of rent is quite another thing. In the course of a few years the increased value of the property may more than equal the mortgage and provide for its removal.

Do not buy a house that is already built. It never thoroughly satisfies, and it costs more than to build one. It is generally said that the only way to get a handsome and convenient modern house is to build it. Remember that, until recently, nearly all the

By the Co-operative Building Plan Association,

houses of moderate cost were built after one ill-looking and illy-arranged style. Do not become the owner of one of these, when, for the same investment, or for less, a really beautiful and convenient house can be built.

SELECTING A PLAN

In times past, some have visited a great many houses, wasting time and money, often intruding where they were not welcome, and *generally being influenced in their choice by the occupants, whose tastes and wants differed from their own.* Others have depended on

"newspaper plans," which, being edited and published by people who are neither architects nor builders, *are dangerous because they are misleading.* This same objection applies to



many books. Others, still, with great labor, have drawn up their own plans, which, however creditable for amateurs, *necessarily lacked completeness and finish.*

It was a very difficult matter, indeed, to select a plan, particularly for a house of low and moderate cost, until this association of architects published its five hundred designs. These have been reduced to three hundred designs lately, by eliminating such as were made some years ago, retaining only the best. These three hundred designs are now published in

five large books (paper covers), called "Shoppell's Modern Houses," Nos. 1, 2, 3, 4, and 5 (see fuller descriptions elsewhere). Each number contains more than fifty designs, and in each number the designs range in cost from a very low to a higher cost. One number *may* supply just the design that is wanted; but it is wise to examine all of them, their cost (\$1.00 each) is so reasonable compared with their value. The investment of \$5.00 for aids that insure the best possible selection of a plan is true economy. Besides, these books have a permanent value. We hear, sometimes, of their being resold for more than their original cost, to parties who wish to use them immediately. In truth, any one of these books, except in the matter of binding, equals in quantity and excels in quality any \$5.00 architectural book heretofore published. As soon as the present editions are exhausted the demand for them will naturally advance the prices. We explain their value fully because the aid they afford is vitally essential, not only to those of ample means, but especially to those of limited means who desire to get the best house possible for the sum to be expended.

A very simple preparation enables any one to realize the sizes of the houses and the rooms, which are very plainly marked on the plans in the books: procure a tape measure, yard stick or "ten foot pole," measure the heights, lengths and breadths of some familiar rooms, those at present occupied, for instance. This gives a basis for comparisons, and very accurately brings to mind the sizes described. The comparison can be applied to the exterior width and depth also.

FOR HOUSES UNDER \$1,000 COST.

We would call especial attention to Designs Nos. 168, 169, 170, 179, 188, in "Shoppell's" No. One; Nos. 245, 246, 251, 254, in "Shoppell's" No. Two; Nos. 312, 313, 319, 320, in "Shoppell's" No. Three; Nos. 370, 371, 372, 375, in "Shoppell's" No. Four; Nos. 423, 424 (a), 425, 427, 430, in "Shoppell's" No. Five.

By the Co-operative Building Plan Association,

Many of the next large class become \$1,000, or under, by leaving off additions, reducing sizes, etc.

FOR HOUSES BETWEEN \$1,000 AND \$2,000 COST.

We would call especial attention to Designs Nos. 172, 174, 175, 176, 177, 178, 180, 181, 183, 184, 186, 187, 189, 190, 191, 192, 193, 198, 199, 200, 203, in "Shoppell's" No. One; Nos. 248, 249, 250, 252, 253, 255, 256, 257, 259, 261, 262, 263, 264, 269, 279,



284, in "Shoppell's" No. Two; Nos. 314, 315, 316, 317, 318, 321, 322, 323, 324, 325, 326, 327, 330, 332, in "Shoppell's" No. Three; Nos. 373, 374, 375 (a), 376, 385, 386, in "Shoppell's" No. Four; Nos. 426, 428, 429, 431, 432, 434, 435, 437, 438, in "Shoppell's" No. Five.

FOR HOUSES BETWEEN \$2,000 AND \$3,000 COST.

See Designs Nos. 194, 195, 196, 197, 201, 202, 204, 205, 206, 207, 209, 210, 211, 216, 222, 229, in "Shoppell's" No. One; Nos. 258, 260, 265, 266, 267, 271, 274, 275, 276, 277, 278, 280, 281, 282, 285, 286, 287, 290, 291, 293, in "Shoppell's" No. Two; Nos. 328, 329, 331, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 348, in "Shoppell's" No. Three; Nos. 377, 378, 379, 380, 383, 384, 387, 389, 392, 393, 396, 397, 400, 401, 402, in "Shoppell's" No. Four; Nos. 433, 435, 436, 437, 438, 439, 440, 442, 444, 445, 447, 449, 450, 451, 452, 453, in "Shoppell's" No. Five.

FOR HOUSES BETWEEN \$3,000 AND \$4,000 COST.

See Designs Nos. 208, 212, 213, 214, 215, 217, 218, 219, 220, 221, 224, 228, 232, 234, in "Shoppell's" No. One; Nos. 272, 273, 283, 288, 289, 292, 294, 296, in "Shoppell's" No. Two; Nos. 347, 348, 349, 350, 351, in "Shoppell's" No. Three; Nos. 381, 382, 388, 390, 391, 399, 403, 406, 408, in "Shoppell's" No. Four; Nos. 441, 446, 448, 454, 455, 457, 460, in "Shoppell's" No. Five.

FOR HOUSES BETWEEN \$4,000 AND \$5,000 COST.

See Designs Nos. 225, 226, 227, 231, 233, 234, 237, in "Shoppell's" No. One; Nos. 295, 298, 299, 300, 302, in "Shoppell's" No. Two; Nos. 352, 353, 355, 356, 362, in "Shoppell's" No. Three; Nos. 394, 395, 404, 405, 406, 408, 410, 411, 412, in "Shoppell's" No. Four; Nos. 458, 459, 461, 462, 469, in "Shoppell's" No. Five.

FOR HOUSES BETWEEN \$5,000 AND \$6,000 COST.

See Designs Nos. 223, 230, 235, 236, 238, in "Shoppell's" No. One; Nos. 303, 304, 309, in "Shoppell's" No. Two; Nos. 354, 357, 358, 359, in "Shoppell's" No. Three; Nos. 407, 413, 414, 415, in "Shoppell's" No. Four; Nos. 463, 464, 465, in "Shoppell's" No. Five.

FOR HOUSES BETWEEN \$6,000 AND \$7,000 COST.

See Designs Nos. 239, 240, 242, in "Shoppell's" No. One; Nos. 297, 305, 306, 308, 309, in "Shoppell's" No. Two; Nos. 360, 361, in "Shoppell's" No. Three; Nos. 409, 416, 417, in "Shoppell's" No. Four; No. 470, in "Shoppell's" No. Five.

FOR HOUSES BETWEEN \$7,000 AND \$10,000 COST.

See Designs No. 307, in "Shoppell's" No. Two; Nos. 363, 365, in "Shoppell's" No. Three; Nos. 418, 419, in "Shoppell's" No. Four; Nos. 466, 467, 468, in "Shoppell's" No. Five.



FOR HOUSES OVER \$10,000 COST.

See Designs Nos. 364, 366, in "Shoppell's" No. Three; No. 420, in "Shoppell's" No. Four; No. 471, in "Shoppell's" No. Five.

FOR DOUBLE HOUSES.

See Designs Nos. 179, 213, in "Shoppell's" No. One; Nos. 268, 270, 303, in "Shoppell's" No. Two; Nos. 363, 364, in "Shoppell's" No. Three; Nos. 394, 395, in "Shoppell's" No. Four; Nos. 439, 441, 443, in "Shoppell's" No. Five.

FOR BARNs AND CARRIAGE HOUSES.

See Designs Nos. 310, 311, in "Shoppell's" No. Two; Nos. 368, 369, in "Shoppell's" No. Three; Nos. 421, 422, in "Shoppell's" No. Four; Nos. 473, 474, 475, 476, in "Shoppell's" No. Five.

MISCELLANEOUS.

For a Stone Chapel, Skating Rink and Remodeling an Old House, see "Shoppell's" No. One; for a Color Page (frontispiece), and a Talk About Painting, see "Shoppell's" No. Two; for a Color Page a Model Kitchen, How to Build Cisterns, a small

Church and Colored Drawings for constructing a Paper Model House, see "Shoppell's" No. Three ; for a Color Page, Landscape Gardening (planting a small plot), About Picture Hanging, Removal of House Slops, Construction of Earth Closets and Privies, see "Shoppell's" No. Four ; for a Color Page, Rules of Color, Designs for a R. R. Station, Plumbing and Drainage, Landscape Gardening (planting a large plot), and Sea-side Cottage Decoration, see "Shoppell's" No. Five.

With the foregoing points as a guide, and the five issues of "Shoppell's Modern Houses" before him, the searcher for a plan may readily examine all that interest him, narrow his choice down to a few, and, finally, to one. This one (or more) he can write us about for further information, if it is needed ; for our opinion about cost for his locality, practicability of alterations, etc.

Of this fact he may rest assured : When he has examined "Shoppell's" Nos. 1, 2, 3, 4 and 5, he need look no further. He has reasonably exhausted the subject. He has selected from the largest collection of practical plans that has ever been made.

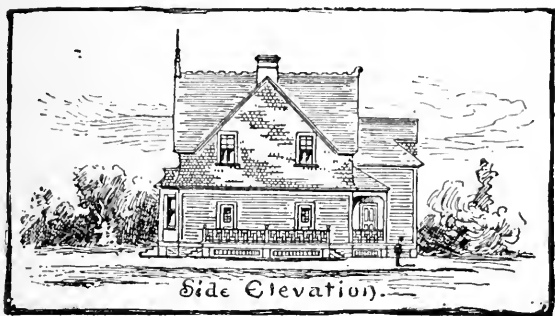
As regards the artistic appearance of our houses, and the convenience and merit of the plans, we must let them speak for themselves. Quite eight thousand of them have been built in different parts of the country. Almost every neighborhood shows some specimen of our work.

BUILDING THE HOUSE

After the owner has selected the design, the description, views and plans given in the book (which are unusually full and accurate), enable him to make a contract and enable the contractor to go on with the work.

A few years ago that way of proceeding was universal. There is a better way now, which is to employ an architect to take the book design and from it to make large scale working-drawings of all the

By the Co-operative Building Plan Association,



floors, of each side or elevation, and of all the details like stairways, doors, windows, mouldings, cornices, etc., and to write up a specification minutely describing the quality of the materials to be used, and just the way the work shall be done. Also to specify the colors and the "finishing touches" generally, which are of great importance in the appearance. Also to advise with and consult before the contract is let, during the progress of the work, and finally at its completion. In short, to act as friend and guide to the owner throughout the whole matter.

If this architectural service cost \$100 for a \$2,000 house; \$150 for a \$3,000 house; \$200 for a \$4,000, and so on (these are about regular charges), it is the wisest investment the owner can make. It will probably save him double the fee in actual money; but better still it insures the house being well built of good materials, and of presenting a good appearance when finished.

It is not necessary to employ us as the architects, but it is certainly advantageous to do so (at whatever distance from New York), as we have the drawings and specifications already prepared, can furnish them promptly and we furnish them at *one quarter* of the regular charges; that is about \$25 for a \$2,000 house and so on. This low charge for first-class architectural services is the distinctive feature of our business. It squarely meets the objection that many

have felt, *viz.*, that regular architectural charges were excessive or disproportionate.

Having designed the house that is selected, and having furnished the drawings and specifications for it and superintended its construction a number of times (this is the case with most of our designs), we thoroughly understand it. Our drawings and specifications are unusually full and plain and in addition we furnish a "bill of quantities" (usually not furnished by architects), giving the quantities, in detail, of all the materials required. This enables the owner to buy the materials and build by day's work, if he prefers to do so. Before commencing, and during the progress of the work at all times, the owner is entitled to full consultation, without further cost. A representative will visit and inspect the work during its progress or at its completion, if requested. The charge for this is according to distance; usually visits are wholly unnecessary for houses of low and moderate cost. The drawings and specifications are so plain that the owner can be his own superintendent.

To summarize the foregoing pages :

1. Build a modern house.
2. Select a plan from "**Shoppell's Modern Houses**," Nos. 1, 2, 3, 4 and 5.
3. Build the house with the aid of working plans and specifications furnished by the **Co-operative Building Plan Association, Architects, New York.**

REMOVAL

The offices of the Co-operative Building Plan Association will remain at 191 Broadway and 24 Beekman St., New York, until **May 1, 1887**, when they will be removed to **63 BROADWAY**. A long lease at the latter place insures the Association a permanent home, and 8,000 square feet of floor space affords them ample room. For two years, the want of sufficient room has seriously embarrassed their work, at times.

TESTIMONIALS

[Continued from fourth page of cover]

W. R. Merchant, Esq., with Banking House of Geo.

K. Sistares' Sons, 18 Broad street, N. Y., says :

"From the Plans and Specifications prepared by you, I have built a house in every respect satisfactory. It affords me pleasure to testify to the fact."

A. Austin, Supt. Schenectady Elevator, Schenectady, N. Y., says:

"I am much pleased; there are houses in my immediate neighborhood that have cost much more money, but they do not disparage mine in the least; it stands there and speaks for itself."

John T. Cowles, Esq., Ridgewood, L. I., N. Y., says :

"The house I built will stand comparison with other houses in this town that cost two or three times the money to erect."

Geo. J. Burgess, Esq., Arapahoe, Neb., says :

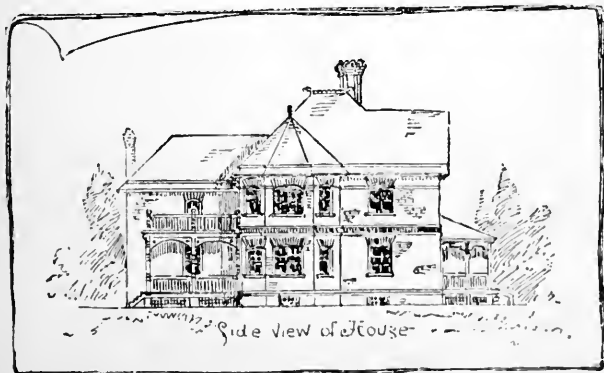
"I am very well satisfied; the house is a daisy—looks nicer than it did in the engraving."

E. B. Dennis, Attorney, Newark, O., says :

"The house built from the Plans procured of you is satisfactory, and is very much admired. The house could be built here for considerable less than your estimate."

George H. Bonte, Esq., Cincinnati, O., says :

"The Plans were satisfactory in all respects. Your estimate of cost was very close. I have the finest, prettiest and best built house in South Norwood, and many parties say within many miles of it, and that is saying a great deal; it is acknowledged to be the finest and best of the three or four hundred houses that are in the neighborhood."



Side view of house

TESTIMONIALS (Continued)

Frank Dayton, Esq., Portland, Ore., says :

"I am exceedingly well pleased and have a lovely cozy little home that is much admired."

Louis Restein, Esq., Philadelphia, Pa., says :

"I have just finished my cottage at Holly Beach City, Cape May Co., N. J., according to your Plans and Specifications. It is really beautiful. The Cape May papers have had several articles of praise about it. Many have come to see it who intend building. All are unanimous in pronouncing it the prettiest cottage, of its size, on the beach."

U. G. Schoonmaker, Esq., Scranton, Pa., says :

"Your work is of inestimable value to any one contemplating building."

F. E. Smith, Esq., Tioga, Pa., says :

"I have built country houses, barns, &c., a great number. I have never had plans, specifications and full details that I was so well pleased with as with yours."

Geo. Smith, Esq., Galveston, Tex., says :

"I built according to your Plans, and am much pleased with the result. I certainly saved \$125 by having your Plans and Specifications."

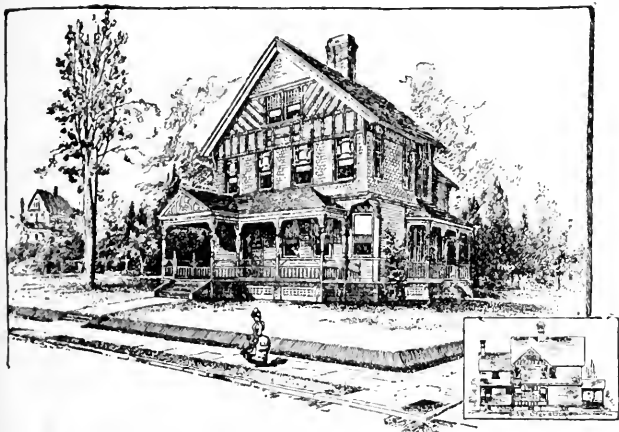
Ross White, Esq., Brattleboro, Vt., says :

"The Plans you supplied for my house have been more than satisfactory in every respect. I have been the means of your getting three orders in this town and shall be glad to have you refer to me at any time."

J. A. Allen, Esq., Shawano, Wis., says :

"The Plans we received from you we used for a parsonage, and I must, in justice, say that they gave entire satisfaction in every particular."

" 'SHOPPELL'S MODERN HOUSES' is a publication devoted to domestic architecture, and is so full of common sense, practical suggestions and valuable advice, that it ought to be in the hands of every person who has any desire to build a house. Its aim is high, and it is evident that its authors are capable of the grandest work, but we are glad to see that they show a predilection for demonstrating how houses of low and moderate cost may have beauty and elegance of design and convenience of arrangement, such as people of cultivation and good taste require."—*New York Daily World*.



DESIGN No. 444. PERSPECTIVE VIEW.

DESCRIPTION OF DESIGN NUMBER 444

SIZE OF STRUCTURE: Front, 26 ft., 6 in.

Side, 44 ft., not including front veranda.

SIZE OF ROOMS: See floor plans.

HEIGHT OF STORIES: Cellar, 7 ft.; First Story, 9 ft.; Second Story, 8 ft., 4 in.

MATERIALS: Foundation, stone and brick walls; First Story, clapboards; Second Story, shingles; Gables, paneling; Roof, shingles.

COST: \$7,850, complete, except mantels, range and heater.

[See page 3 for information about details, specifications, bill of quantities and working plans of this design.]

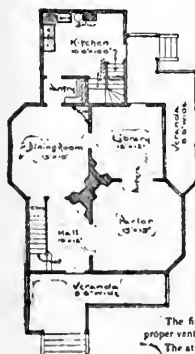
NOTE

The cost is figured from prices of material and labor in the neighborhood of New York City, December, 1886. In other localities and at different dates the cost will be somewhat modified. The publishers will be glad to acquaint the intending builder with this modified cost at any time.

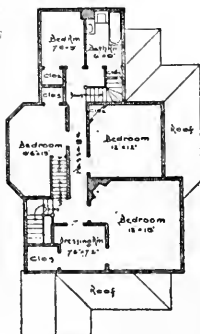
SPECIAL FEATURES.—Designed to be heated by a furnace, pipes and registers built in to the walls. Fire-places also, are provided in each of the principal rooms of the first story and in the front bedroom.

The fire-places are useful adjuncts in heating and insure proper ventilation.

The attic has one bedroom, a brook-room and a hallway. Cellar under the whole house.



FIRST FLOOR. NO. 444



SECOND FLOOR. NO. 444

THE ABOVE IS

A MINIATURE REDUCTION,

About ONE-TENTH the SIZE of a FULL PAGE.

Each number of "SHOPPELL'S MODERN HOUSES" contains 72 pages, 9 x 12 inches in size, beautifully printed on fine calendered paper. In the five numbers of "SHOPPELL'S," there are *one thousand illustrations.*

SHOPPELL'S MODERN HOUSES

ISSUED IN FIVE NUMBERS. \$1 EACH.

These books contain the best results of a number of years of labor by a large force of Architects and Draughtsmen. Their aid and value, to those who intend to build, may fairly be estimated at ten times their cost.

No. 1 contains views, floor plans, descriptions, and gives reliable costs of 77 Modern Houses, ranging in cost from \$410 up to \$12,000; one design for a Chapel; one for a Skating Rink and Stores; specimens of Modern Details, and illustrated articles on Portieres, Domestic Architecture and Remodeling Old Houses. *72 Large Quarto Pages, Paper Cover.*

No. 2 contains, as a frontispiece, a beautiful elevation in colors, showing how a Modern House should be painted; views, floor plans and descriptions of 65 designs for Residences (cost, ranging from \$500 to \$9,000); two designs for Carriage Houses and Stables; an illustrated article on the Hall and Staircase; Hints on Heating, and a Talk about Painting. *72 Large Quarto Pages, Paper Cover.*

No. 3 contains, as a frontispiece, a perspective view showing a Modern Cottage in its proper colors; views, plans and full descriptions (with costs) of 55 designs for Modern Residences (cost, ranging from \$600 to \$18,000); two new designs for Barns; one for a Chapel; illustrated articles on the Kitchen and the Cistern; an article on the organization of Villa Park Associations; and, as a supplement, a sheet of Colored Drawings for the Construction of a Paper Model House. *72 Large Quarto Pages, Paper Cover.*

No. 4 contains, as a frontispiece, a colored view of a Modern Cottage; views, floor plans and full descriptions of 51 designs for Residences (cost, ranging from \$600 to \$15,000); two new designs for Stables and Carriage Houses; and illustrated articles on Overmantels, House Painting, Landscape Gardening, Picture Hanging and Picture Frames, and the Removal of House Slops, Privies and Earth Closets. *72 Large Quarto Pages, Paper Cover.*

No. 5 contains colored frontispiece; views, plans, descriptions and costs of 49 designs for Modern Residences (cost, ranging from \$1,000 to \$12,000, but mostly of the lower range of costs); four designs for Stables and Carriage Houses; one for a Railroad Station; and articles on Axioms and Rules of Color, Plumbing and Draining, Sea-side Cottage Decoration (illustrated), and Landscape Gardening (illustrated). *72 Large Quarto Pages, Paper Cover.*

PUBLISHED BY THE

CO-OPERATIVE BUILDING PLAN ASSOCIATION
ARCHITECTS, 63 BROADWAY, NEW YORK.

ORDER

NOTE: We require that the FIRST FORM shall be signed by a business man or a firm who have a commercial rating.

The SECOND FORM (see next page) is intended for those who have no commercial rating, including professional men, farmers and those not in business—often of the amplest responsibility, but we have no means of confirming it. These may secure the more favorable terms of the First Form by requesting their business friends to order for them.

FIRST FORM

To the Co-operative Building Plan Ass'n,

63 BROADWAY (BOX 2702), NEW YORK.

Send me (or us), express or postage prepaid, the following books :

SHOPPELL'S MODERN HOUSES, No. 1,			\$1.
"	"	No. 2,	\$1.
"	"	No. 3,	\$1.
"	"	No. 4,	\$1.
"	"	No. 5,	\$1.

Upon their receipt I (or we) will examine them ; if they fully prove to be what you represent them to be, I (or we) will remit for them within thirty days.

Name.....

Address.....

Date.....

NOTE: Cross off the lines (or Numbers) that are not wanted, if there are any such.

TEAR ORDER OUT ALONG THIS DOTTED LINE.

ORDER

NOTE: We require that the FIRST FORM (see other side) shall be signed by a business man or a firm who have a commercial rating.

This SECOND FORM is intended for those who have no commercial rating—often of the amplest responsibility, but we have no means of confirming it. These may secure the more favorable terms of the First Form by requesting their business friends to order for them.

SECOND FORM

To the Co-operative Building Plan Ass'n,

63 BROADWAY (Box 2702), NEW YORK.

Enclosed find \$....., for which send me, express or postage prepaid, the following books:

SHOPPELL'S MODERN HOUSES, No. 1,			\$1.
"	"	No. 2,	\$1.
"	"	No. 3,	\$1.
"	"	No. 4,	\$1.
"	"	No. 5,	\$1.

Name.....

Address.....

Date.....

NOTE: Cross off the lines (or Numbers) that are not wanted, if there are any such.

TEAR ORDER OUT ALONG THIS DOTTED LINE.

TESTIMONIALS, Continued

Geo. Webster, Jr., Esq., Marion, Ind., says:

"You have permission to refer to me in any manner you see proper. I have a handsome and very convenient dwelling, made from your Plans, and I was well pleased with your promptness in furnishing Plans, Details, etc.

C. H. Purdy, Esq., Michigan City, Ind., says:

"The Plans proved very satisfactory. The house built from them is much handsomer than I expected. Your Estimates I found to be correct."

Chas. Anderson, Esq., Eldora, Ia., says:

"I would feel satisfied if I had paid double the price for the Plans."

A. W. Smith, Esq., Cawker City, Kan., says:

"I am well satisfied with the arrangement and appearance of my house. I would advise all who contemplate building to first secure Working Plans. It is economy and a saving of much vexation. I append statement of the Contractor who built the house."

D. C. Morgan, Esq., Attorney, Monroe, La., says:

"It affords me pleasure to unite with your other customers in commending you to the public for your artistic manner of getting up building plans."

M. T. Denham, Treasurer Eastern Forge Co., Portland, Me., says:

"Your system is, undoubtedly, the best yet devised to secure to people just such homes as they could wish."

J. D. Mallory, Esq., 22 Light street, Baltimore, Md., says:

"Your Plans were of great use to me, and saved me \$450 on my house."

C. W. Kennard, Esq., Chestertown, Md., says:

"My house is perfect, combines beauty with great utility of space—not a foot of waste room in it. It has been pronounced worth \$500 more than an adjoining house which cost \$750 more than mine. I candidly believe I have a house that is worth \$1,000 more than it cost me. Your excellent Plans have the credit. The house complete, finished in the best manner, cost me \$50 less than your estimate."

Wm. Moore, Esq., Worcester, Mass., says:

"Considered by all as the handsomest house for the money they have ever seen. Personally, more than pleased."

L. Thompson, Esq., Woburn, Mass., says:

"The benefit of your Plans in adding to the beauty of our towns and suburbs is being daily acknowledged by all observers."

W. T. Smith, Esq., Osceola, Mich., says:

"I must say that the Working Plans, etc., you sent me were much better than I expected to get. They would have cost me five times the amount here."

[Continued, over.]

TESTIMONIALS, Continued

Wm. M. Logan, Esq., Bad Axe, Mich., says :

"I consider the Plans, Specifications, &c., purchased from you to be one of the best investments I ever made."

H. A. Smith, Cashier Merchants' National Bank, Duluth, Minn., says :

"I have just completed a house from the Plans you sent me. They have given the best of satisfaction. The mechanic in charge tells me they are quite accurate and intelligible to work from."

James P. Dawson, Attorney, St. Louis, Mo., says:

"I was entirely satisfied with the work you did for me. As my house is situated in full view of all the Missouri Pacific suburban trains, it has been very much noticed and, I am told, very generally admired."

J. A. Matteson, Esq., Cape Girardeau, Mo., says :

"We are more than satisfied with your work. I do not hesitate to refer to you any parties in this vicinity who contemplate building."

Wm. E. Crosby, Esq., Orange, N. J., says:

"I am much pleased with your work and think it is worthy of commendation. My house is much admired; some call it a little palace."

C. A. Mezger, Esq., Palmyra, N. J., says :

"Your Plans and Specifications deserve commendation. The painting done according to your specifications is very pretty. I recommend your Plans whenever opportunity offers."

Prof. A. A. Titsworth, Rutgers College, New Brunswick, N. J., says :

"After receiving the House Plans, I made arrangements which necessitated a change of residence, and I sold the Plans to the contractors, Messrs. A. & O. Burdick, who completed the house and I understand were well pleased; as well they might be for they were able to sell the house at a good profit even before it was completed."

